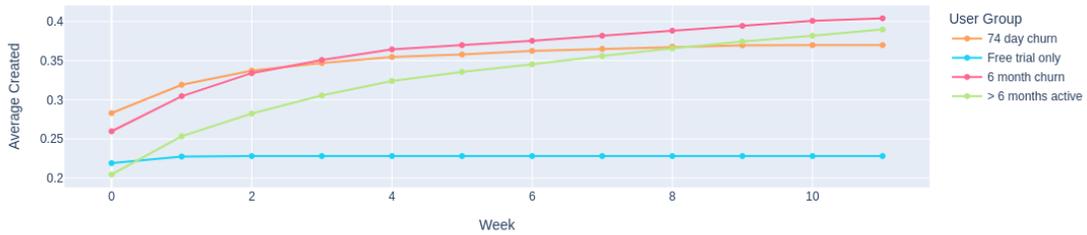# churn-analysis

February 5, 2026

Cumulative average # of Booking Forms Created
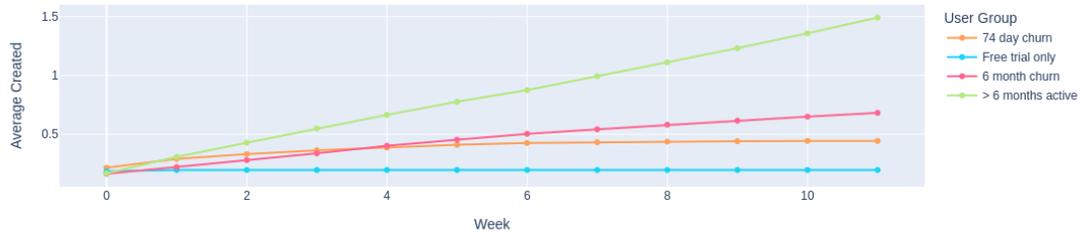

Cumulative average # of Booking Forms Created

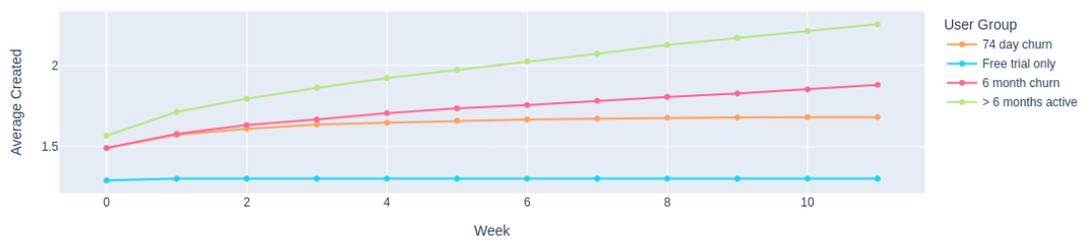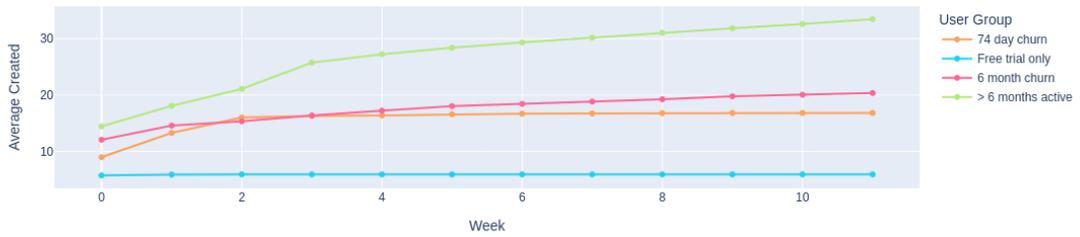Cumulative average # of Bookings Created

Cumulative average # of Bookings Created

User Group
- 74 day churn
- Free trial only
- 6 month churn
- > 6 months active

Average Created (y-axis): 0.5, 1, 1.5

Week (x-axis): 0, 2, 4, 6, 8, 10

Cumulative average # of Employees Created

Creation Timeframe
- Employees: During free trial
- Employees: After trial, before 90 days
- Employees: After 90 days, first 6 months

Average Created (y-axis): 0, 1, 2, 3

User Group (x-axis): Free trial only, 74 day churn, 6 month churn, > 6 months active

Cumulative average # of Employeess Created

User Group
- 74 day churn
- Free trial only
- 6 month churn
- > 6 months active

Average Created (y-axis): 1.5, 2

Week (x-axis): 0, 2, 4, 6, 8, 10

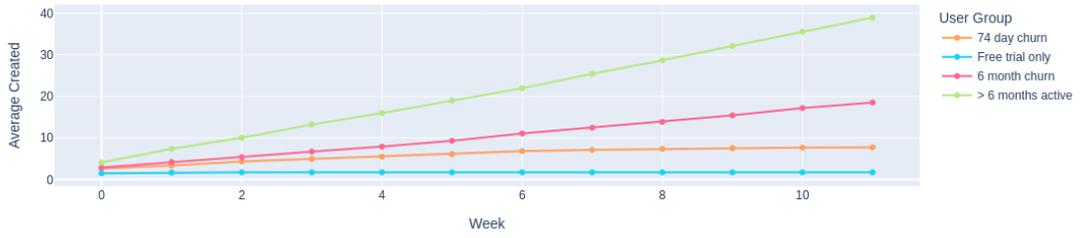## Cumulative average # of Contacts Created

Cumulative average # of Contacts Created

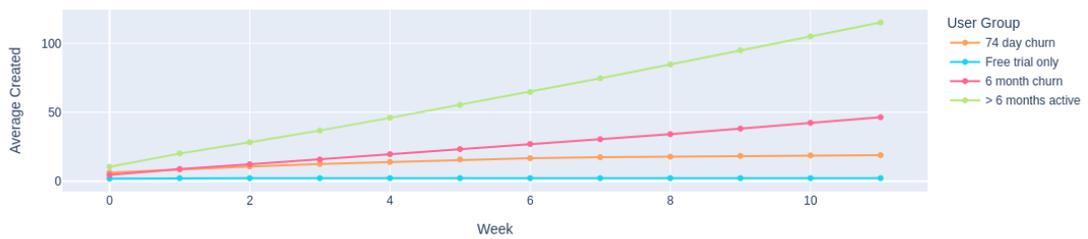## Cumulative average # of Emails Sent

Cumulative average # of Emails Sent
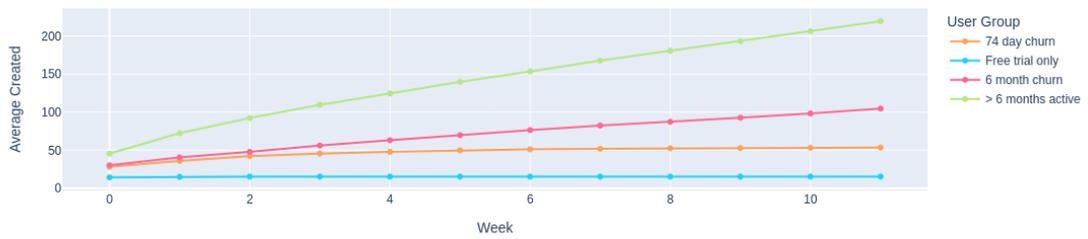

Cumulative average # of SMSs Sent

Cumulative average # of SMSs Sent
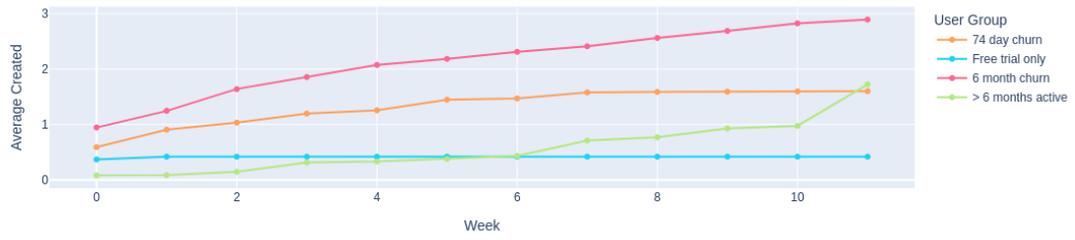
Cumulative average # of Appointments Created

Cumulative average # of Appointments Created

Cumulative average # of Checklists Created

Cumulative average # of Checklists Created

Cumulative average # of Checklists Filled

Cumulative average # of Checklists Filled